

CASE STUDY

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# Diageo uncovers early product perceptions to inform strategies for an emerging brand

Learn how Diageo leveraged Numerator Surveys research ecosystem to combine full-service quantitative surveys, qualitative video responses and behavioral panel data to connect with verified buyers and get early product feedback for their challenger brand, Lone River Ranch Water.



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Learn how Diageo tapped into a highly niche consumer group to understand consumer awareness of the core product proposition for their challenger brand, Lone River Ranch Water.

## Challenge

Finding representative data can often be difficult for emerging brands due to limited size and age. Lone River, a challenger brand in Diageo's portfolio, found this to be true. They needed to understand who the Lone River shopper was across three key target markets and gauge awareness of the core product proposition of ranch water outside of its primary market, Texas, to inform brand strategy moving forward.

## Numerator Solutions Leveraged

### *Numerator Surveys*

#### **Leveraging the Right Mix of Quantitative and Qualitative Research**

Wanting to get ahead of any challenges the new brand might face, Diageo needed confident answers - and they needed them fast. Looking to uncover purchase drivers & barriers, brand perceptions, and growth opportunities, the Lone River team knew that Numerator had the sample they needed and the ability to target verified brand purchasers. Looking to get an initial assessment of Lone River performance, they used Numerator's research ecosystem to combine a full-service quantitative survey, qualitative video responses and behavioral panel data to get the answers they needed - all from a single source.

### ABOUT THE BRAND

## DIAGEO

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Crown Royal, J&B and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

As a global company, Diageo's products are sold in more than 180 countries around the world.

## Diageo

### Building Empathy and Connection with Lone River Drinkers

Survey responses from verified Lone River buyers gave the team confidence in the insights they received - but in order to best connect with their target consumers, they wanted to build more empathy toward drinkers of the brand. Using Numerator's full suite of digital-first qualitative solutions, NuQual, provided the perfect opportunity. By adding NuQual Media video responses to their quantitative research, they were able to put faces with the data and uncover even deeper insights. Hearing directly from consumers' video responses brought brand perceptions and enthusiasm to life in a new way. They discovered supplementary insights to their quantitative results - showing that consumers appreciate variety, and word of mouth is a big awareness driver for the brand.

**Because we have such a small penetration rate nationally, I wanted to make sure we were talking to ranch water consumers and Lone River buyers. Being able to have that confidence and credibility was absolutely critical to me.**

- Director of Consumer Planning, Diageo



### Results

Using Numerator Surveys, Diageo was able to develop data-backed strategies to better serve consumers with confidence. Integration with behavioral panel data illuminated deep competitive insights that could be quickly activated on to maintain their category-leading position in the market. And through the right combination of quantitative research, qualitative research and purchase behaviors, they built better connection with Lone River buyers to inform their brand strategy both now and in the future.